



ONE DAY.  
A LIFETIME OF INSPIRATION.



# CORPORATE PA SUMMIT

12 AUGUST 2020, CROWN MELBOURNE  
20 AUGUST 2020, HYATT REGENCY SYDNEY

**AUSTRALIA'S #1 PA SUMMIT**, with the most relevant and cutting-edge topics  
from the best motivational speakers in the business.

SYDNEY | MELBOURNE | AUCKLAND | PERTH | LOS ANGELES

## ABOUT THE SUMMITS

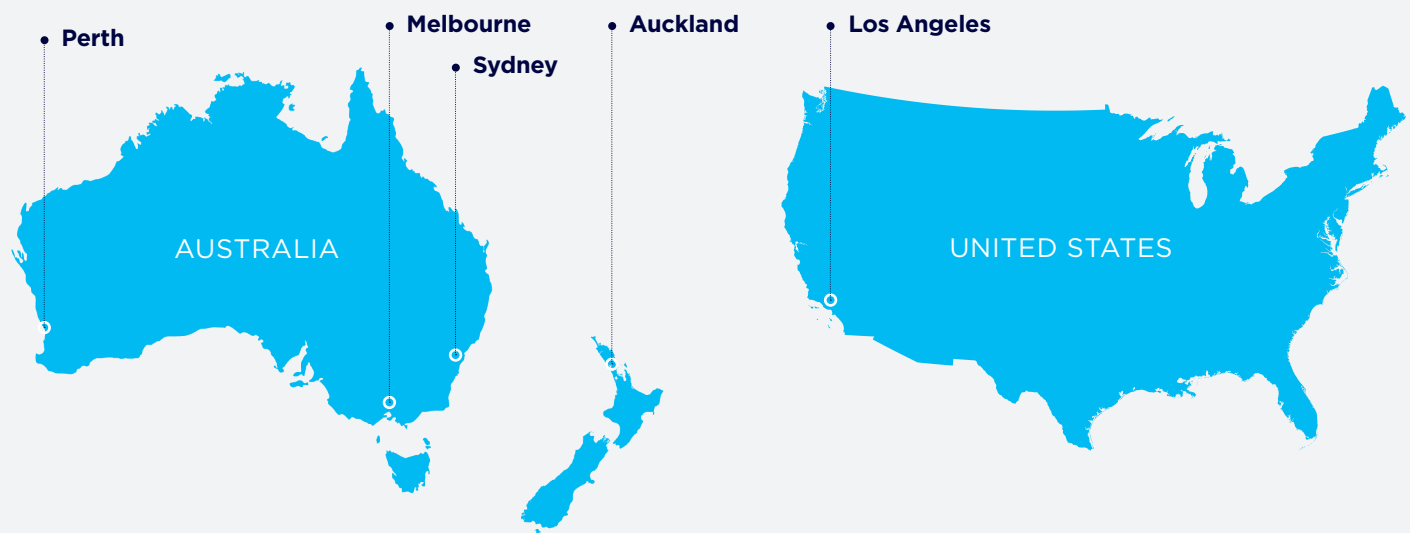
The Corporate PA Summit provides only the very best, most relevant speakers for your industry. Join us in Sydney or Melbourne in August 2020, for the biggest EA / PA event in Australia, attracting hundreds of like-minded, career-focused EAs and PAs from all industries – a great place to share ideas and make new contacts.

You will feel empowered to affect change and implement your ideas within your workplace. You will acquire the skills to achieve greater recognition for your work, and you'll leave the event inspired, full of new ideas, new friends and many hints and tips from the experts.

*"REALLY WELL PUT TOGETHER SUMMIT. EXCELLENT PRESENTERS. WIDE VARIETY OF TOPICS WHICH I CAN RELATE TO - NOT ONLY WORK LIFE, BUT PERSONAL TOO. REALLY BENEFICIAL."* **ENERGY AUSTRALIA**



## PA SUMMITS AROUND THE WORLD



We host summits in Sydney, Melbourne, Auckland, Perth, and Los Angeles every year – and have done so since 2005. The events enjoy a huge following around the world, tirelessly and fiercely advocating for every EA in every organisation. The summits have helped motivate, empower and inspire many thousands of PAs and EAs to take their career to even greater heights.



## THE CALIBRE OF OUR SPEAKERS

We are proud to have attracted an amazing array of inspirational, talented people to speak at our summits, as you'll see below – and this year's line-up is set to be our best yet. From former foreign minister The Hon Julie Bishop to Simon Sinek's chief of staff Monique Helstrom, the line-up is as diverse as it is brilliant.



CORPORATE  
health & wellbeing  
SUMMIT

Learn more at [thinktankmedia.net](https://thinktankmedia.net)

## OTHER THINKTANK EVENTS

The Corporate Health & Wellbeing Summit is held each year in Auckland and Sydney. The flagship Australian event is coming up in March 2021. This inspirational high-level summit focuses exclusively on improving productivity and business performance through a healthy, happy, inspired and invigorated workforce.

**FOR ALL  
ENQUIRIES OR  
TO REGISTER,  
CONTACT:**

Rhiannon Coen  
ThinkTank Media  
**02 9555 5940**  
[bookings@thinktankmedia.net](mailto:bookings@thinktankmedia.net)

# THE SUMMIT PROGRAM 2020

The summit is packed equally with information, inspiration and motivation essential to the role of each and every EA/PA. You'll hear real success stories and professional and personal life lessons from expert presenters with practical, educational and inspirational advice to share. Through the summit, you'll find many ways to make a key difference in both your professional and personal life, to enrich and revitalise your career and to take it to even greater heights of success.

## 8.30 Registration And Welcome Coffee

## 9.00 Official Welcome And Opening Remarks

### 9.10 Keynote Address: Living with purpose and making your voice heard

*The Hon Julie Bishop*



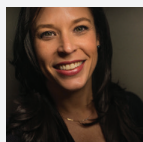
The Hon Julie Bishop served as Australia's Minister for Foreign Affairs from 2013 until her resignation in 2018. She was the first female to hold the role as well as the first female Deputy Leader of the Liberal Party, serving for 11 years. She was the longest serving Member for Curtin in the House of Representatives, elected in 1998 until 2019.

In her presentation, Ms Bishop will discuss the unique challenges and opportunities that face the modern EA in today's work environment, and in particular how you can ensure that your voice is heard and you are able to find real purpose in your work. Her presentation will show you how you can remain true to your values and reach your full potential.

The session will include a 20 minute 'in conversation with' Q&A, during which time you will be able to pose your own questions to Ms Bishop.

## 10.00 Relate. Communicate. Collaborate

*Monique Helstrom, former Executive Assistant (chief) to Simon Sinek, trainer and keynote speaker*



StrengthsFinder. DISC Assessment. Myer-Briggs. We may have taken these personality tests and have consequently learned about ourselves and how we observe and react to the world around us. What this also brings to light are our innate differences, including communication and listening behaviours, ways of motivating or deterring, handling conflict or feedback, among so many others.

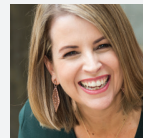
So how do we thrive and connect when surrounded by the spectrum of personality types within one organisation, team, or personal circle? How can we build solid teams, when no two people - and no two partnerships - are the same? How can you use your instinctive skills and natural abilities to establish your worth and grow in our position?

In her session, you will hear Monique Helstrom, former Chief of Simon Sinek, the New York Times Best-Selling author and TED celebrity, present the precise steps you can take to cultivate successful relationships with multiple personality types, thereby unlocking the secrets to increased productivity, efficiency, profits, resources, and harmony in our lives.

## 10.45 Morning Coffee Break

## 11.15 Start with you - tune-in, step up and adapt

*Belinda Brosnan, Leadership Expert and coach*



Before you even contemplate leading others, you need to have the courage and curiosity to lead yourself first. We know that 5 different generations are now operating in the workplace, meaning for PAs the ability to adapt and navigate different people is key.

In this keynote, Belinda will have you "tuning-in" to shift out of autopilot to be adaptive in times of change and uncertainty. Feel fuelled rather than fatigued by the people stuff, learn to shift your influence up a gear, and build your adaptive intelligence muscle along the way!

- **RECOGNISE:** How to shift out of cruise control and work with discomfort, so you lead yourself consciously ensuring bias and blind-spots don't create self-sabotage.
- **STRATEGISE:** Human beings need safety, belonging and meaning. Recognise patterns of resistance and engage it to build stronger connections.
- **GALVANISE:** How to adapt, shift gears and get the buy-in of those you want to influence by building trust and recalibrating as you go!

## 12.00 The power of perspective - developing purpose, connection and performance mindsets

*Ben Crowe, High Performance Coach for tennis sensation Ash Barty*



As a renowned expert in connection and storytelling, Ben will take you on an inspiring and unexpected journey to discover the quirky and counter intuitive principles behind successful teams and leaders - unpacking authenticity, vulnerability, connection and storytelling.

Ben explains the power of purpose using stories from some of the world's most successful organisations, teams and athletes, and explains how a counter intuitive focus on gratitude, humility and humour enables athletes to become no. 1 in the world - and balance achievement with fulfilment.

Using story to highlight the principles of "Connection" mindset, Ben explains how to embrace vulnerability, imperfection and self-worth, and will challenge you deeply about your own perspectives towards themes such as :

- Expectation vs appreciation
- Resume virtues vs eulogy virtues
- Extrinsic motivation vs Intrinsic motivation
- Achievement vs fulfilment
- I vs we

## 12.45 Lunch Break



**CORPORATE PA  
SUMMIT**

Find out more today [CorporatePASummit.com](https://CorporatePASummit.com)

## 13.45 Weatherproofing your career, not just your job

*Phoenix Normand, coach, founder of 'This. My tribe.', author, and executive assistant*



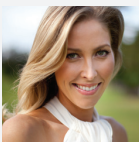
Phoenix Normand has supported Senior Leaders and CEOs of many kinds across his 27 years' experience as an executive assistant. He's learnt from their wins, and their losses too, and he certainly knows how work outside of his comfort zone, in life and as an assistant.

Phoenix has developed a comprehensive understanding of what makes top CEOs and organisations successful, and how to create winning partnerships. Phoenix's presentation will have you questioning how you view your role, what you can do to excel to even higher levels, and how you can harness the changing environment of business today by:

- Leveraging (current) AI, not running from it
- Embracing the top soft skills that will save you
- Providing value beyond the role
- Growing, managing, and effectively leveraging your network
- Creating recognition in your role and command a new level of respect

## 14.30 Emotional agility and resilience for the modern EA

*Chelsea Pottenger – Founder of EQ Minds, internationally accredited mindfulness and meditation practitioner, and R u Ok? ambassador*



What do you wish you could change about your brain? Do you wish to have a stronger sense of calm, less anxiety and be less reactive? Do you wish you were equipped to come up with solutions under pressure? Maybe to have a stronger memory, or be a more creative thinker? Perhaps it is a combination of a few. Then you can't afford to miss this keynote dedicated entirely to your mental wellbeing.

As an ambassador for mental health charities, Chelsea's greatest passion is the development of mental resilience. She draws on her insight into brain science to show you how to prioritise your wellbeing, whilst harnessing peak performance and productivity. Chelsea will provide tips, hacks and mindset shifts that can be applied at work and home, and she will show you:

- Valuable tools to become more resilient, powerful and perform at your best
- How to break negative feedback loops when we get caught up in stress or worry
- Neuroscience behind clinical habituation and discipline
- Neuroscience behind meditation, along with positivity, empathy and compassion
- Mental health: Spotting signs and symptoms within yourself, your peers and your family
- Personal rituals and non-negotiables
- Mindset shifts for mental fitness

## 15.15 Afternoon Tea

### 15.45 Executive Assistant Q&A

*Led by Monique Helstrom, this session will feature a selection of successful Australian executive assistants, discussing a range of topical issues facing the EA role today.*

This session is designed to give you the opportunity to hear from a diverse group of senior assistants in an interactive and fast-paced environment. The additional panellists will be announced shortly.

Topics discussed will be flexible, but will likely include:

- Apps and tools, automating processes and advances in technology that will help EAs and PAs
- Practical time management and project management skills
- How to promote confidence, how to develop resilience and how to tackle adversity should it arise
- Integrating health & wellbeing initiatives into your work life, and finding ways to ensure you are taking care of yourself as a priority
- Tips for creating a collaborative relationship with your boss
- Navigating challenging situations and managing conflict

## 16.15 Summit Passport Draw and Sponsor Prize Draws

### 16.30 Your confident self

*Dr Louise Mahler*



You can't buy confidence. But we need it every day in critical PA engagements, not only because it is good for you as an individual but because it is the key to building trust in others. In fact, the two words 'confidence' and 'trust' are the one word combined in most European languages.

And it does not evolve from simple integrity of mind. You have to exude it. You have to know what you are doing physically and vocally, plus how you are thinking. Then you practice bringing your very best to every engagement. There is no replacement for excellence.

Dr Mahler takes no prisoners in her hilarious, interactive presentation that is full of practical takeaways for building credence and genuine confidence. In the new world, there will be those who get it and achieve success and those that don't. Get on board and be one that does.

## 17.15 Closing Remarks From The Chair Followed by Networking Drinks

*"MY FIRST EXPERIENCE AT THE SUMMIT HAS BEEN BEYOND MY EXPECTATIONS. THANK YOU TO THE WHOLE TEAM."*

**EA, EY**

# PRE-SUMMIT MASTERCLASS 2020

**CROWN MELBOURNE**  
TUESDAY 11 AUGUST 2020

**HYATT REGENCY SYDNEY**  
WEDNESDAY 19 AUGUST 2020

## OVERCOME THE OVERWHELM

LAUREN PARSONS



### ABOUT YOUR MASTERCLASS

This masterclass will help you get out of the 'overwhelm trap', showing you how to regain control, boost resilience and super-charge your productivity so you make the most of every day.

Learn exactly how to juggle the multiple demands of life, work and family, while staying in control. Enjoy extraordinary energy and vitality throughout the day. Strengthen your communication skills to set boundaries that keep you in-balance. Transform the way you approach and structure your life and workflows so you achieve much more in less time, regain balance and experience more joy and satisfaction.

Designed exclusively for EAs and PAs, this is a must-attend session for any busy admin professional who wants more personal and professional success.

### 8.30 Registration and welcome coffee

#### 9.00 Session 1 - Secrets to Remaining Resilient and Highly Energised

Discover the essential (but not often used) daily routines that set the foundation for your mental, physical and emotional wellbeing. Uncover the secrets to massively strengthen your energy, focus and resilience so you perform at your best.

- Learn the worst way to start your day and what to do instead
- Discover how to 'win the day' from the moment you wake
- Discover the negative consequences of poor sleep and how restorative sleep enhances every system in your body and brain
- Improve cognitive performance and decision-making ability by establishing daily routines that will boost your vitality
- Learn how to engage in deep restorative sleep and wake up feeling refreshed and energised ready to perform at your peak

#### 11.00 Session 2 - Overcome the Overwhelm

This session will help you carve a pathway through the overwhelm and show you how to get the most important things done each and every day. You'll massively boost your effectiveness and remain cool calm and collected, even on the busiest of days. You'll discover:

- The biggest mistake that makes you lose hours every week
- How clarity around what is truly important will transform your decision making ability
- Exactly how to overcome the 'tyranny of the urgent' and get the right things done
- How to carve out time for yourself to increase your resilience
- The critical mindset shift and practical steps to ensure you take regular time to recharge – completely guilt free
- How to create a calm, positive atmosphere in which you can thrive
- The steps to reduce anxiety and be confident and centred within seconds, regardless of what's going on around you

#### 13.30 Session 3 - Super-charge Your Productivity

Imagine being so productive and focused, you achieve all your key tasks in less than a standard workday and head home early, completely satisfied and feeling ahead of the game, ready to spend quality time with your loved ones. Packed with practical time-saving tips to reduce stress and help you achieve more with less time, this session can help make that a reality.

- Understand the best places to focus your time and effort to live life the way you really want
- Discover a revolutionary way to plan and schedule your week  
Maximise your productivity by mastering daily success planning so your highest objectives are never missed
- Uncover productivity techniques that top-performers use to create more freedom and flexibility
- Work smarter not harder and gain hours back every week
- Learn the best time-savings tips, hacks and strategies for both home and work

#### 15.30 Session 4 - Set Boundaries, Say No, Get What You Want

Master the skills of confident, positive and assertive communication to significantly improve the quality of your interactions and both your personal and professional relationships.

- Discover the most common communication mistake you make and how to avoid it
- Learn the fundamentals of assertive communication to calmly and respectfully ask for what you really want and need
- Learn a new way to approach difficult conversations and the non-confrontational way to change the way people treat you
- Establish positive boundaries that create more freedom
- Be able to say no, guilt-free
- Come away equipped with practical strategies you can use immediately in your personal and professional life

### 16.30 Close of masterclass



# POST-SUMMIT MASTERCLASS 2020

**CROWN MELBOURNE**  
THURSDAY 13 AUGUST 2020

**HYATT REGENCY SYDNEY**  
FRIDAY 21 AUGUST 2020

## UNLEASH YOUR FULL POTENTIAL AND BECOME THE BEST VERSION OF YOU

SASHA DUMARESQ



### ABOUT YOUR MASTERCLASS

Most people will never have the courage to express their true self and even fewer get to truly connect with their centred self. Start today by giving yourself the gift of discovering powerful tools and techniques that allow you to bring your whole self to work and to live life with more meaning, simply by being authentically you.

By joining this masterclass you will start to experience the clarity and confidence that comes when you connect to yourself at your core, you'll learn what drives your decisions, and of those around you. You will begin to see how your life can be deeper and more fulfilling, and as a result, you'll become much more effective at work and in your personal life.

### 8.30 Registration and welcome coffee

#### 9.00 Session 1 - Get to know YOU better than before

In this first session we get curious about what shaped your beliefs, values, and behaviour. When you understand this, you have the power to choose a new experience of the world, today.

- The principles of self-esteem and how to live them
- The mindset shifts we can make to get what we truly want
- How focusing inward can help your relationship with yourself, your colleagues and your loved ones
- Let go of what's holding you back, propel yourself forward on your terms

### 10.30 Morning coffee break

#### 11.00 Session 2 - Keep the power, live consciously and create effective boundaries

Boundaries give us a sense of where we begin and end and show others how to interact with us. A lack of healthy boundaries can lead to pain, anger and resentment; we effectively give our power away. Creating clear boundaries communicates what's important to us which improves the quality of our relationships and enjoyment in our daily lives.

- Boundaries vs. rules, and how they're vastly different
- Realign and focus on what you gain from having clear boundaries
- Remove unwanted emotional charge and choose harmony instead
- Learn to recognise when the world around you is leaving clues
- Choose to live consciously instead of living on automatic

### 12.30 Lunch

#### 13.30 Session 3 - The secret to life-long joy - that you can give yourself

Many adults have a fractured relationship with meeting their own needs. Often, we try to meet our needs externally through work, friendships, family and partnerships only to find ourselves lacking. Learning to connect to, and appreciate, our internal needs is vital to our ongoing happiness and fulfilment.

- Our internal and external worlds, and how they're worlds apart
- How to quit elevating others' needs before your own
- Identify and connect to your desired needs resourcefully
- Learn the secrets to living a most connected life

### 15.00 Afternoon tea

#### 15.30 Session 4 - Colour your emotions, colour your life

Emotions shape our existence every day. In this session we'll delve into the wonderful, multi-coloured world of emotions. It's time to step into your personal power and feel the way you want to feel.

- Discover the emotional spectrum and how to access all of your emotions
- Learn how to communicate the rich language of emotions congruently with your words, emotions and body
- Open up emotions you may not have felt in a while to bring joy and healing
- Create healthy emotional connections by being clear on your emotional needs

### 16.30 Close of masterclass

This masterclass will equip you with the awareness and areas of focus required for you to live your best life. You are truly worthy of the most spectacular life you can imagine.



## REGISTRATION FORM

To register for the Corporate PA Summit, please complete and fax this form to 02 9555 5949 or email it to Rhiannon at [bookings@thinktankmedia.net](mailto:bookings@thinktankmedia.net).

If you would like to register a group, or register over the phone, please call 02 9555 5940. You can also register online at [www.thinktankmedia.net](http://www.thinktankmedia.net)

## YOUR CONTACT DETAILS

Name \_\_\_\_\_ Position \_\_\_\_\_  
Company \_\_\_\_\_ Email \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
Phone \_\_\_\_\_ Mobile \_\_\_\_\_

## YOUR CITY

☐ Melbourne ☐ Sydney

## YOUR SUMMIT PREFERENCES

- ☐ **JUST THE SUMMIT**  
**\$1295 + GST.** Super early bird rate, valid until 20 December  
\$1395 + GST. Early bird rate, valid until 19 June 2020  
\$1695 + GST. Full rate, for bookings made after 19 June
- ☐ **THE SUMMIT AND ONE MASTERCLASS**  
**\$1995 + GST.** Super early bird rate, valid until 20 December  
\$2095 + GST. Early bird rate, valid until 19 June 2020  
\$2395 + GST. Full rate, for bookings made after 19 June
- ☐ **THE SUMMIT AND BOTH MASTERCLASSES**  
**\$2595 + GST.** Super early bird rate, valid until 20 December  
\$2695 + GST. Early bird rate, valid until 19 June 2020  
\$2995 + GST. Full rate, for bookings made after 19 June

## MASTERCLASS OPTIONS

- ☐ Overcome The Overwhelm
- ☐ Unleash Your Full Potential

## PAYMENT OPTIONS

☐ CREDIT CARD

☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DINERS CLUB

Card Number \_\_\_\_\_  
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Expiry Date \_\_\_\_ / \_\_\_\_ CVV \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_

☐ Please send a credit card payment receipt

☐ **BANK TRANSFER** (details below - an invoice will be sent)  
Account name: **ThinkTank Media Pty Ltd**  
BSB: 012 227  
Account #: 4978 36793

☐ **CHEQUE** (please make payable to ThinkTank Media Pty Ltd and mail to PO Box 416, Balmain NSW 2041)

### Cancellation Policy and Terms & Conditions

For full terms and conditions including cancellation policy, please visit [www.thinktankmedia.net/terms](http://www.thinktankmedia.net/terms)